

Making Search Pay

Our thoughts & experiences.



PennySaverUSA.com

Our AdSense Experience

Our Starting Point...



\$3500 USD

Average Monthly Revenue

- Very little campaign oversight
- Little or no contact with the Google AdSense team
- AdSense placements in Leaderboard and Skyscraper only
- Basic coding (no hints or keywords)

What happened next?



- We attended the ICMA Conference in Estonia.
- We **paid attention** to the speakers.
- **WE ACTED ON WHAT WE LEARNED!!**

And then...?



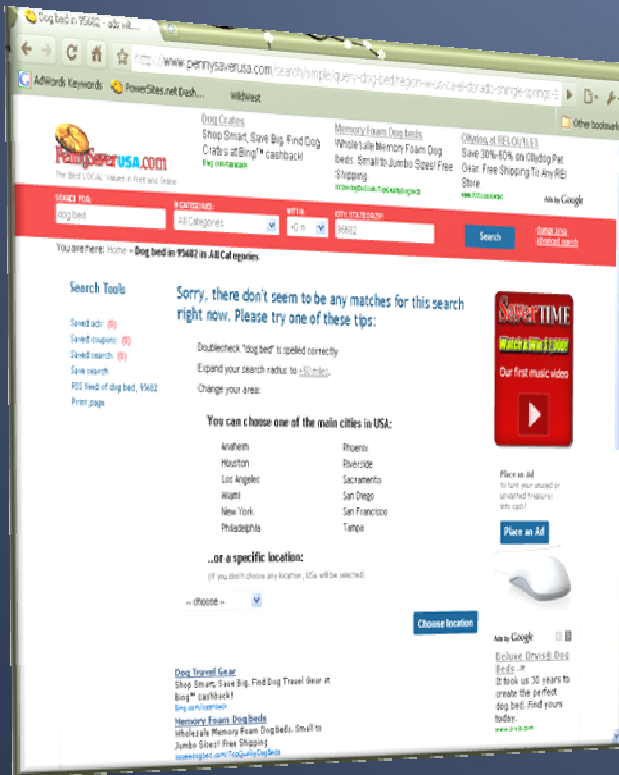
- Developed a partnership with our AdSense rep
- Weekly campaign review
- Analyzed results based on existing Key Performance Indicators (KPIs)
- Created additional ad slots
- Regular testing of code variations
- Implemented best practices

Optimization Tips



- **MOST IMPORTANT:** Talk to publishers who are already having success.
- **CRITICAL:** Develop a good working relationship with your account manager!
- Test ad formats and sizes.
- Ask for additional placements.

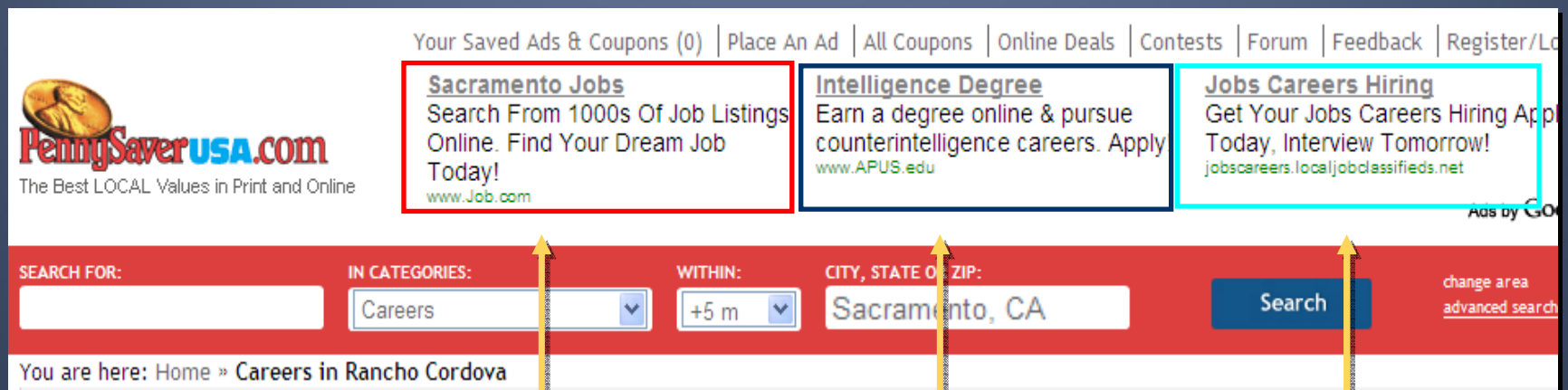
Optimization Tips



- Try some ad placements in **“non-obvious”** pages & locations.
- Our “no results” page has the highest CTR and eCPM of all ad placements on our site!
- AdSense in thumbnail results (“rolling ads”) is often the highest revenue driver.

Optimization Tips

Consistently check AdSense ad relevancy



The screenshot shows a website header with navigation links: "Your Saved Ads & Coupons (0) | Place An Ad | All Coupons | Online Deals | Contests | Forum | Feedback | Register/Log In". Below the header is a red banner with a search bar and filters. The search bar contains "SEARCH FOR:" and a text input field. The filters include "IN CATEGORIES:" with a dropdown menu showing "Careers", "WITHIN:" with a dropdown menu showing "+5 m", and "CITY, STATE OR ZIP:" with a text input field showing "Sacramento, CA". A blue "Search" button is on the right. Below the banner is a breadcrumb trail: "You are here: Home » Careers in Rancho Cordova". Three AdSense ads are displayed above the search bar. The first ad, titled "Sacramento Jobs", is highlighted with a red border and has a red arrow pointing to it from the label "Very Relevant" below. The second ad, titled "Intelligence Degree", is highlighted with a blue border and has a blue arrow pointing to it from the label "Not Relevant" below. The third ad, titled "Jobs Careers Hiring", is highlighted with a cyan border and has a cyan arrow pointing to it from the label "Somewhat Relevant" below.

PenningSaverUSA.com
The Best LOCAL Values in Print and Online

Your Saved Ads & Coupons (0) | Place An Ad | All Coupons | Online Deals | Contests | Forum | Feedback | Register/Log In

Sacramento Jobs
Search From 1000s Of Job Listings
Online. Find Your Dream Job
Today!
www.Job.com

Intelligence Degree
Earn a degree online & pursue
counterintelligence careers. Apply
www.APUS.edu

Jobs Careers Hiring
Get Your Jobs Careers Hiring App
Today, Interview Tomorrow!
jobscareers.localjobclassifieds.net

SEARCH FOR:

IN CATEGORIES:

WITHIN:

CITY, STATE OR ZIP:

change area
advanced search

You are here: Home » Careers in Rancho Cordova

Very Relevant

Not Relevant

Somewhat Relevant

Optimization Tips

Optimize for placement of targeted ads

- Register with Google Ad Planner to encourage pay-per-impression ads (rather than pay-per-click).

The screenshot displays the Google Ad Planner web interface. At the top, the Google logo is followed by 'Ad Planner'. On the right, there are links for 'csoriano@pennysaverusa.com', 'Publisher Center', 'Give us feedback', 'Help', and 'Sign out'. Below the header is a green navigation bar with tabs for 'Research', 'Media Plan', and 'Publishers'. To the right of these tabs is a dropdown menu for 'Current media plan' set to '<No media plan selected>'. The main content area is titled 'Research' and contains two sub-tabs: 'Search by site' (active) and 'Search by audience'. A search bar contains 'pennysaverusa.com' with a search icon and an 'Add to media plan' button. Below the search bar, there are two columns: 'Categories' and 'Description'. The 'Categories' column lists 'Local > Classifieds', 'Real Estate', 'Automotive > Vehicle Shopping', 'Business > Business Schools & Training', and 'Food & Drink > Restaurants', with a note '(Data source: Publisher)'. The 'Description' column contains the text 'The PennySaver is California's best weekly shopping guide going to >10 million homes weekly. Our online portal supports print and online exclusive advertisers in many classified ad categories.' followed by '(Data source: Publisher)'. Below these columns, it says 'Advertising accepted' with a green checkmark and 'Yes'. At the bottom, there is a 'View data for:' dropdown set to 'United States' and a date indicator 'Data: Sep 2009'.

Google Ad Planner

csoriano@pennysaverusa.com | Publisher Center | Give us feedback | Help | Sign out

Research Media Plan Publishers

Current media plan <No media plan selected>

Research

Search by site Search by audience

pennysaverusa.com ➔ + Add to media plan

Categories

Local > Classifieds
Real Estate
Automotive > Vehicle Shopping
Business > Business Schools & Training
Food & Drink > Restaurants
(Data source: Publisher)

Description

The PennySaver is California's best weekly shopping guide going to >10 million homes weekly. Our online portal supports print and online exclusive advertisers in many classified ad categories.
(Data source: Publisher)

Advertising accepted

✓ Yes

Publishers - click here to [edit](#) your site info

View data for: United States

Data: Sep 2009

Optimization Tips

Test the color palette

- Match AdSense colors with your site's color scheme.

BRYAN COLLEGE 10 hours ago
Career Education! Finally, A Career With A Great Salary And Flexibility! * Court Reporter See Ad For More Details...
Report this Ad Save More details »

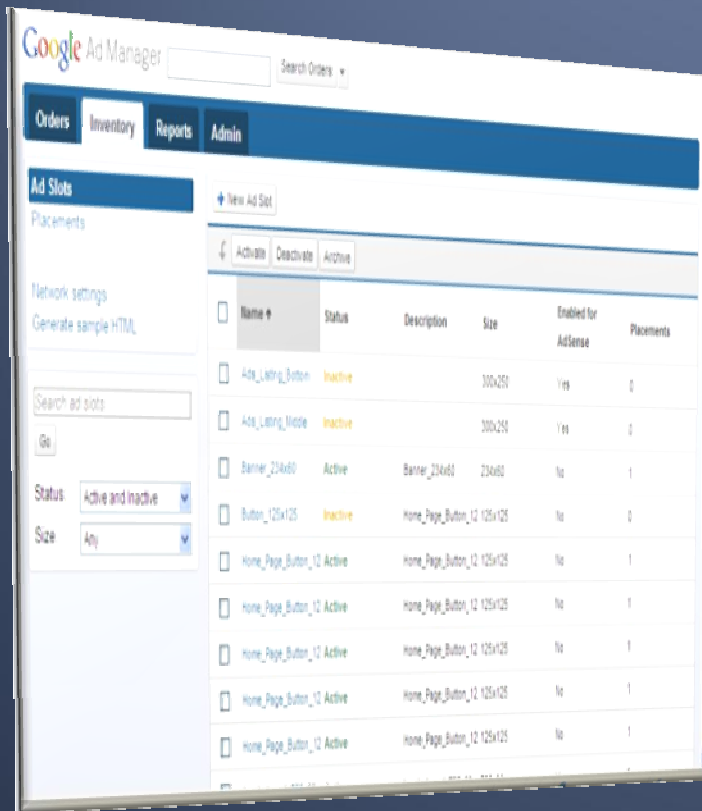
GO TO WORK NOW! 1 day ago
No Photo
Forklift training and OSHA certification available. No experience necessary. \$12 - \$24 per/hr. Call Bill (916)476-3219...
Report this Ad Save More details »

Visual Art Program - AZ
Fall Classes Begin On November 30th Apply For Admission To Collins Now!
CollinsCollege.edu/VisualArt
Find Your Job Here
Search 1000s Of Listings Online & Get Your Dream Job. Start Today!
www.Job.com
Bartending Career
Want to Become a Bartender? Join Us to Master Your Bartending Skills!
www.773Bartend.com

Site ad display

AdSense display

Optimization Tips



Beware of Google Ad Manager

- Placing AdSense under GAM code may cause problems with reporting and reduce ad effectiveness.
- Our rolling ads in GAM: CTR 0.20%, eCPM \$0.90
- Our rolling ads in AdSense: CTR 0.63, eCPM \$2.28

Optimization Tips

Example:

```
</script>
<script type="text/javascript">
GA_googleAddAdSensePageAttr
("google_kw_type", "broad")
  GA_googleAddAdSensePageAttr
("google_kw", "Rancho Cordova
California Careers,")
</script>
<script type="text/javascript">
GA_googleFetchAds();
</script>
```

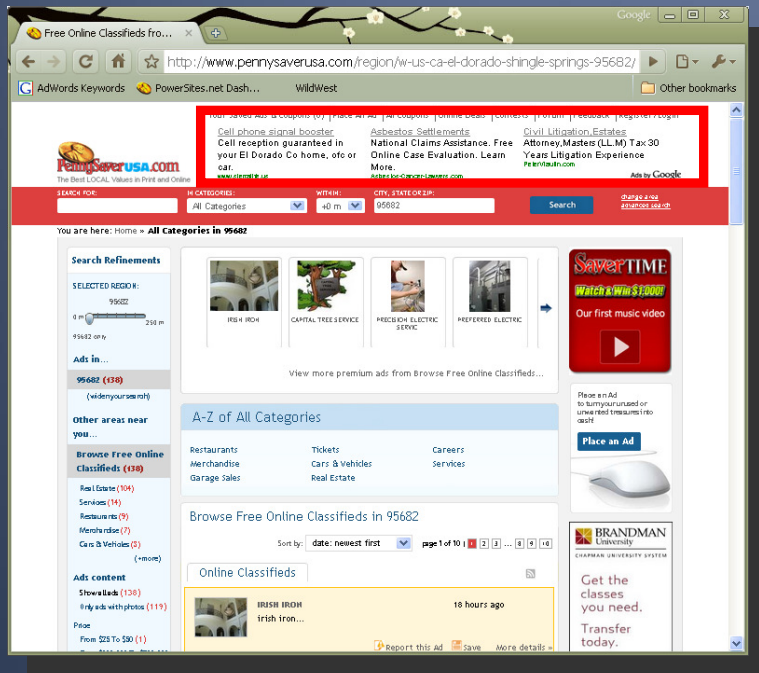
- Add hints and keywords code
- Google **MUST** approve use of Keyword (google_kw) or hints (google_hints)

Optimization Tips

More helpful best practices:

- Create good content with accurate and relevant keywords.
- Place AdSense slots in high visibility areas on the site (hotspots).
- Opt in to both text and image ads.
- Test other products (AdSense for Search, AdSense for Mobile and link units).
- Filter ads that are offensive or not relevant.
- Place best performing ad slots first in HTML code.
- Think like a user!

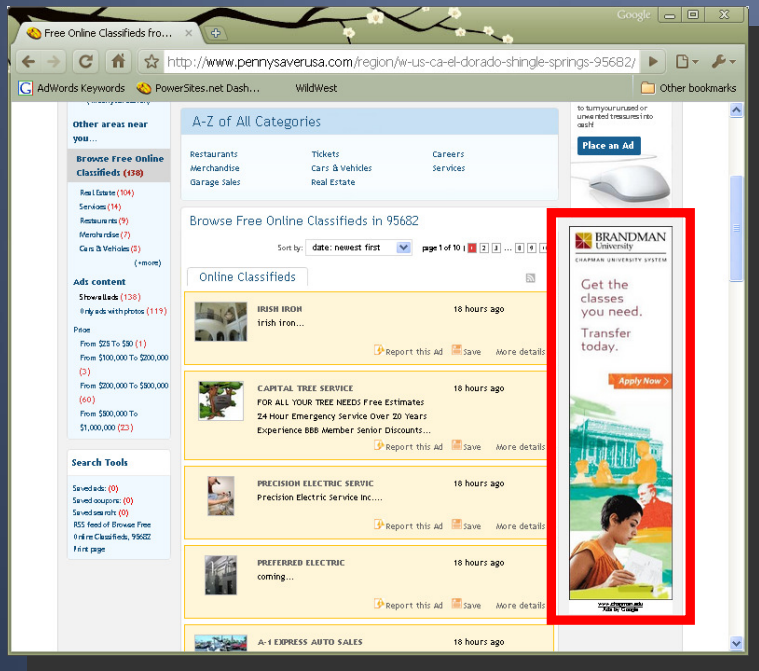
AdSense Placements



Leaderboard

- Size: 728 x 90
- CTR improved when we moved to text ads.

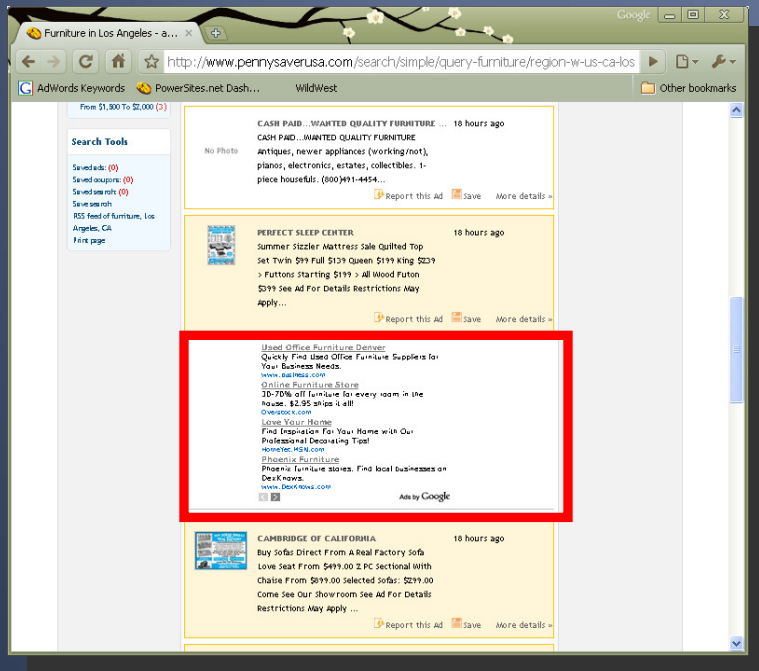
AdSense Placements



Skyscraper

- Size: 160 x 600
- Has become our LOWEST producing spot.
- Big gap between AdSense and selling this direct.

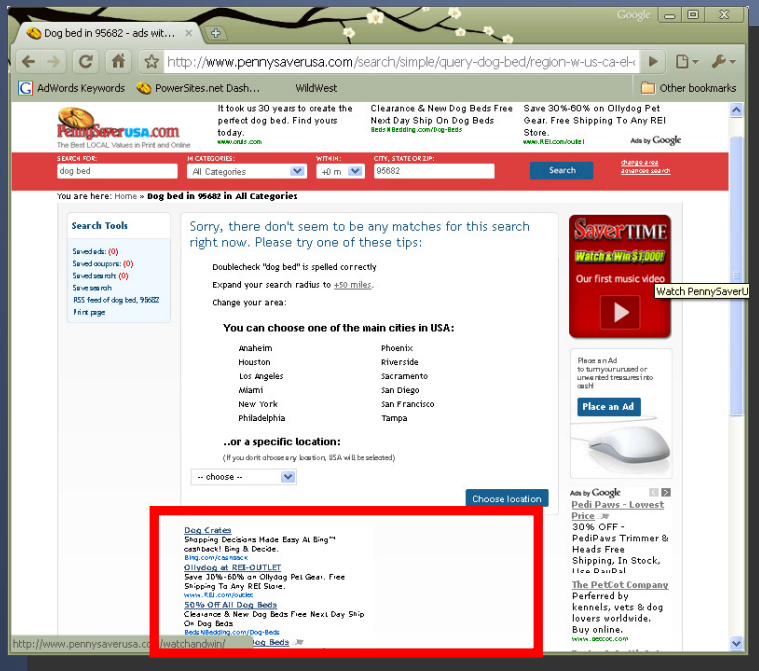
AdSense Placements



Rolling Ads (Placed within search results)

- Size: 300 x 250
- Our best revenue producer.

AdSense Placements

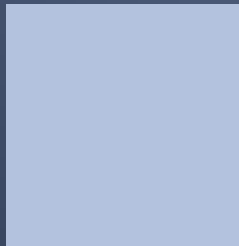


No Results Found

- Size: 300 x 250
- Our highest CTR & CPM.

The Results:

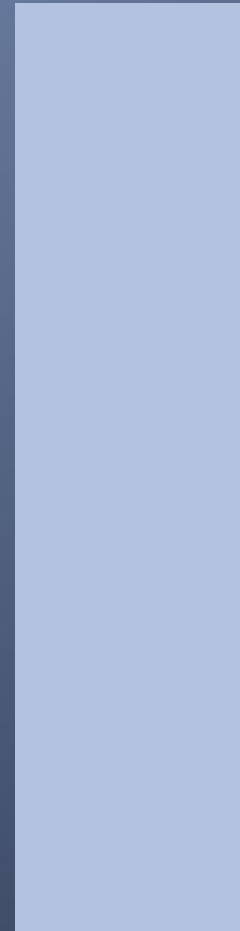
\$3,500



Before optimization

Averaged **\$3,500**/month

\$13,500

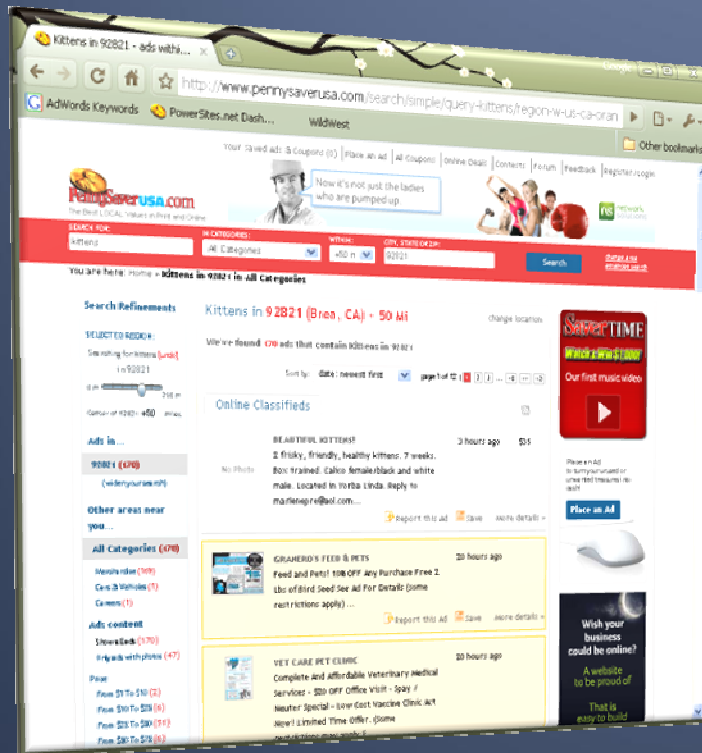


After optimization

Averaging **\$13,500**/month

Our Future Improvements

Site Redesign



- Test new AdSense placements
- Use eye-tracking studies to determine best locations, especially for homepage.
- Test 336 x 280 box size (#1 according to Google).

Our Future Improvements

```
<script type="text/javascript">
GS_googleAddAdSenseService("ca-pub-
5517484840348343");
GS_googleEnableAllServices(); </script>
<script language="JavaScript">
GA_googleAddAttr("Website",
"pennysaverusa");
GA_googleAddAttr("Region", "ca-
orange"); GA_googleAddAttr("Region",
"ca"); </script> <script
type="text/javascript">
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_3");
GA_googleAddSlot("ca-pub-
5517484840348343",
"Leaderboard_728x90");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_1");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_2");
GA_googleAddSlot </script>
GA_googleAddSlot("ca-pub-
5517484840348343",
"Leaderboard_728x90");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_1");
GA_googleAddSlot("ca-pub-
5517484840348343", "Link_125x125_2");
GA_googleAddSlot </script>
```

Test code changes

- Put the best-performing placements at the top of HTML code.

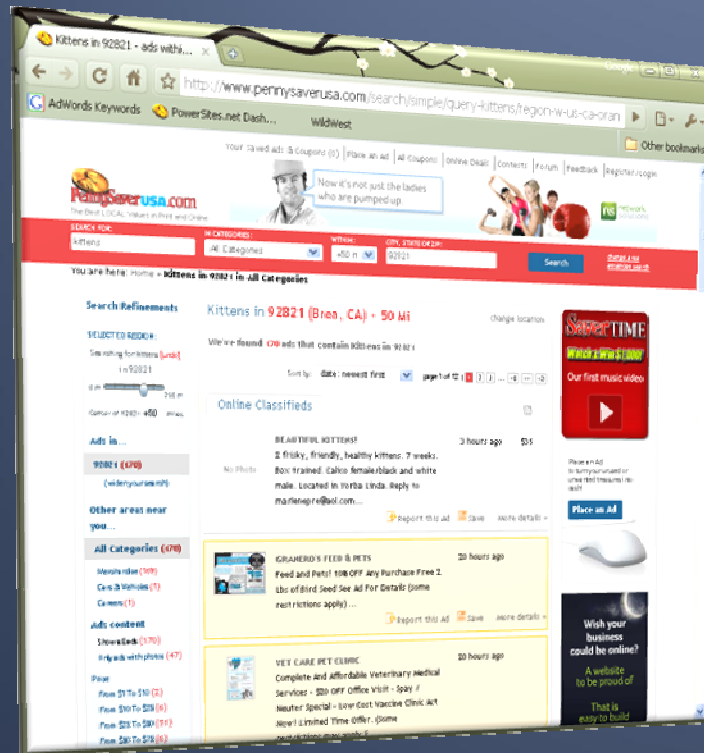
Our Future Improvements



Increase Traffic

- Implementing new mobile, social media, and email marketing strategies to increase visitors.

Our Future Improvements



**Any Other
Suggestions?**

POWERCLICKS

Search Engine Marketing



PennySaverUSA.com

Why SEM?

- Effort to **reclaim revenue** from declining print



Why SEM?

- Effort to **reclaim revenue** from declining print
- Ability to **reach potential SEM customers** that no one else can reach as effectively (and as regularly) as we can



Why SEM?

- Rebrand PennySaverUSA as a **complete media provider** that includes both print and a robust online offering:
 - In conjunction with our existing PennySaverUSA.com offerings (Power Sites)





Why SEM?

- Expand client base to include businesses who otherwise would not do business with us.



Why SEM?

- Expand client base to include businesses who otherwise would not do business with us.
- Gain credibility with Google, Yahoo, MSN and Ask.com brand as part of our product mix.



Our SEM Partners:

 **WebVisible**





- WebVisible Inc., Irvine, California, WebVisible.com
- Turnkey, Managed Platform Solution
Supporting Interactive Advertising
- “Geneva”: The brains, back-end and
Intellectual Property of WebVisible

WebVisible

- WebVisible provides
 - Strategic Partnership
 - Tiered Support





Iuvo Media Consultants LLC.
Paul McArthur
iuvoonline.com

- **Strategic development:**
 - Pricing, collateral, pre- and post-launch support.
- **Iuvo provides:**
 - Training
 - Field sales ride-alongs
 - Sales support
 - Day-to-day operations and management

POWERCLICKS

Customer Presentation

CAN YOUR BUSINESS BE FOUND??

SEARCH ENGINES HAVE NOW BECOME THE #1 RESOURCE FOR PEOPLE LOOKING FOR A LOCAL PRODUCT OR SERVICE.

According to Nielsen//NetRatings, consumers use the following sources to find local businesses:



74% Internet search engines - Google, Yahoo!, or MSN

65% Yellow pages telephone directory

50% Internet yellow pages

44% Your local newspaper

33% White pages telephone directory

29% Television

SEARCH RESULTS PAGE

#1 RESOURCE FOR PEOPLE LOOKING FOR A LOCAL PRODUCT OR SERVICE

The screenshot shows a Google search results page for the query "Flowers in San Diego". The search bar at the top shows the query and the "Search" button. Below the search bar, the results are displayed. A blue box highlights the "Sponsored Links" section, which includes "San Diego Florist" and "San Diego Florists". A red box highlights the "Local business results for Flowers near San Diego, CA" section, which includes a map and a list of florists. A green box highlights the "San Diego City Florist & San Diego Flower Delivery" listing. Arrows point from the blue box to a blue callout, from the red box to a green callout, and from the green box to a red callout.

Web Images Video Maps News Shopping Gmail more ▾

Google Flowers in San Diego Search Advanced Search Preferences

Web Show options... Results 1 - 10 of about 13,600,000 for Flowers in San Diego. (0.34 seconds)

Sponsored Links

San Diego Florist
www.KoalasFlowers.com 15% off any phone orders before 5 PM, 619-582-5585 or 877-582-5585
\$24.99 San Diego Flowers
www.San-Diego-Flowers.com/Flowers Guaranteed Sameday Delivery Here in San Diego. Flowers From \$24.99!

Local business results for Flowers near San Diego, CA

A. Fifth Avenue Florist - www.sandiegofifthavenueflorist.com - (619) 233-0507 - More
B. San Diego City Florist - www.sandiegocityflorist.com - (619) 677-4471 - 13 reviews
C. Ever Bloom Fresh Flowers - www.everbloomflowershop.com - (619) 563-4102 - More
D. Florastyle Very Fine Florals - Florist Flowers Delivery Wedding ... - www.florastyle.com - (619) 276-0775 - 9 reviews
E. Mission Hills Florist - www.missionhillflorist.com - (619) 291-3611 - 1 review
F. Storm International Florist - www.stormflorist.com - (619) 543-9599 - 3 reviews
G. Rainbow Flowers - www.rainbowflowersca.com - (619) 299-7741 - 2 reviews
H. La Jolla Village Florist - www.lajollavillageflorist.com - (858) 453-5023 - 15 reviews
I. Art Quest Flowers - www.artquestflowers.com - (800) 689-2024 - 1 review
J. Point Loma Village Florist - www.pointlomavillageflorist.com - (619) 222-7646 - 1 review

San Diego City Florist & San Diego Flower Delivery 619-677-4471
san diego florist san diego flowers san diego flower shop.
www.sandiegocityflorist.com/ - 54k - Cached - Similar pages

San Diego, CA - Florist, Flowers, Flower Delivery, Send Flowers ...
La Jolla Village Florists - San Diego - San Diego, CA - Secure flower, plant and gift ordering
24 hours a day. Fresh flowers and gifts for every occasion.
www.lajollavillageflorist.com/ - 43k - Cached - Similar pages

San Diego Florists, Flowers, Local Florist Shops - California (CA)
San Diego Florists, Flowers, Local Florist Shops - California (CA) You can find a San
Diego, California (CA) florist or flower shop, free, from our online ...
www.locateflowershop.com/states/CA/san_diego.asp - 71k - Cached - Similar pages

San Diego florist - specializing in wedding flowers for outdoor ...
From the smallest bouquet to the grandest arch, Humphrey Florist will add the final touch
of beauty to your unforgettable day! We are a complete wedding and ...
www.humphreyflorist.com/ - 23k - Cached - Similar pages

Discount Wholesale Flowers - Cheap Supplies - Affordable Wedding ...
Wholesale Flowers is a unique floral supply company located in San Diego, ... San Diego
Wholesale Flowers and Supplies accepts Visa, MasterCard, ...
www.flowersandsupplies.com/ - 19k - Cached - Similar pages

Sponsored Links

San Diego Florists
Same Day Delivery, Local Florist
Order Online & Save \$10 Today!
www.sandiegoflowers.net

San Diego Florist
Flowers from \$24.99
Fast Same-Day Delivery Service
www.PinkLotusFlorist.com

Chula Vista Florist
Same Day Delivery, Local Florist
Teleflora Florist From \$24.99
E-Florist-Inc.com/Bestsellers.asp

Irvine Florist Since 1974
Use Discount Code L8 for \$5 Off.
Same Day Deliveries, LA, OC And SD.
www.irvineflorist.com

Flowers at 1-800-FLOWERS®
100% Satisfaction Guaranteed.
Same Day Delivery Available.
1800flowers.com

Flowers In San Diego
Same Day Delivery by Local Florist
Save \$10 Online using Coupon JF2007
JustFlowers.com/Flowers+in+San+Diego

Trudy's Flowers Seattle
We Turn Your Feelings Into Flowers
Elegant, Unique - Same Day Delivery
www.trudysflowers.com

San Diego Florists
\$10 Off All Online Orders
Family Owned Since 1949
www.800wesleys.com

PowerClicks
ADS APPEAR HERE

FREE LOCAL
MAP LISTINGS

FREE ORGANIC
LISTINGS

HOW DOES SEARCH ENGINE MARKETING WORK?



**Online Shopper
Searches for a
Product /
Service Your
Business Offers**

**They See Your
Ad On One of
the Major
Search Engines**

**They Click
Through from
the ad to Your
Landing Page**

**They View Your
Current Special
Offers, Coupons
and Business Info**

**They Take an
Action: Phone
Call, Email,
Visit Website,
Print Map or
Coupon, Etc**

**ONLY TARGETING ONLINE SHOPPERS IN YOUR SERVICE / TRADE AREA
WHO ARE ACTIVELY LOOKING FOR YOUR PRODUCT OR SERVICE**

Susannah's Gourmet Grub provides a fine dining experience in the Orange County area

Susannah's Gourmet Grub

Savor and explore our diversity

121 Innovation Drive
Suite 100
Irvine, CA 92617
(800) 783-1716

Fine Dining Today!
(800) 783-1716

Print Page
Bookmark
Visit Our Website
Email Us
View Map

Susannah's Gourmet Grub
Irvine, CA

Business Hours

	Open	Close
Mon	4:00 PM	11:00 PM
Tue	4:00 PM	11:00 PM
Wed	4:00 PM	11:00 PM
Thu	4:00 PM	11:00 PM
Fri	4:00 PM	11:00 PM
Sat	4:00 PM	12:00 AM
Sun	4:00 PM	12:00 AM

On Fridays and Saturdays, please make reservations 48 hours in advance to ensure accommodations for your party. Thank you!

Payment Methods

Cash
Debit/ATM
Check
Visa
Mastercard
American Express
Discover

Overview
Welcome to Susannah's Gourmet Grub
Steaks, Wine, and Spirits

Opened in 2004, Susannah's Gourmet Grub offers an unparalleled dining experience featuring prime steaks and fresh seafood while bringing a more intimate dining experience and night life to the downtown Irvine area.

Our extensive menu and warm atmosphere has defined Susannah's as one of the top restaurants in Orange County. **We have worked with chefs from around the world to create a menu beyond compare, using only the freshest ingredients, and offering a range of classic menu items to rare dishes found only at Susannah's.**

Sip, savor and explore the diversity of our wine list and the impressive selection of producers from both **domestic and international wineries**, or enjoy a local craft beer at this wine cellar by the fireplace in our one-of-a-kind smoking room, unlike any other.

Merchant Center



Driving Directions

Susannah's Gourmet Grub
121 Innovation Drive
Suite 100
Irvine, CA 92617

Get directions **TO** this location
Get directions **FROM** this location



POWERCLICKS

PowerClicks LANDING PAGE

A. NAME, CONTACT & CALL TRACKING

Prominent display of your business name, contact information, and call tracking phone number.

B. ACTION BUTTONS

Drives sales with a strong call to action. Allows potential customers to print your Landing Page, bookmark your Landing Page in their browser, jump to your Web site, e-mail you, or jump to the map of your business location.

C. LOGO BOX

Prominently marketing your brand with your logo.

D. TAB LAYOUT

Tabs allow for additional content, such as an overview of your business, a lists of your products and services, space to embed a video, lists of your specialties or brands, and a tab for Internet specials or coupons. Total of six customized tabs.

E. HOURS, PAYMENT METHODS, OTHER INFO

Prominent display of your business hours, payment methods accepted and other important information.

F. MAP

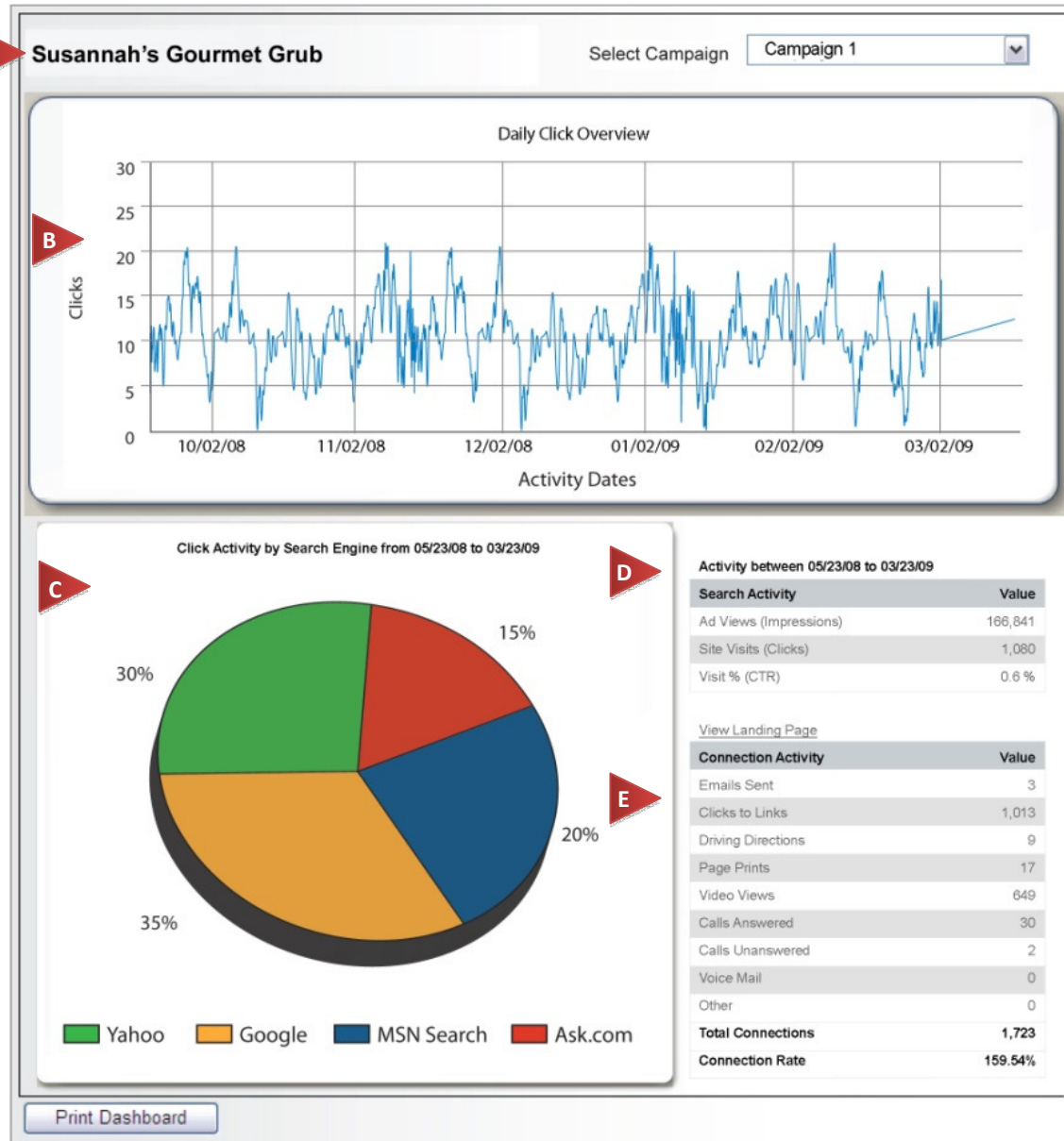
An interactive Microsoft™ Virtual Earth™ map displays your business location and driving directions so potential customers can easily find you.

G. COLOR THEMES

Six color themes available with a blue theme as default.

[LIVE EXAMPLE!!](#)

Measure ROI With PowerClicks MERCHANT CENTER



A. HEADER

The name of your business is prominently displayed along with the ability to choose multiple campaigns.

B. DAILY CLICK OVERVIEW

Graphically displays click activity of qualified local customers visiting your site.

C. ACTIVITY BY SEARCH ENGINE

Graphically displays the search engines from which your new customers are finding you.

D. SEARCH ACTIVITY

Numerically displays search activity by ad views, site visits, and click-through rate.

E. CONNECTION ACTIVITY

Numerically displays the number of times potential customers have called you, sent you an email, clicked links on your Landing Page, created driving directions, and printed your Landing Page.

LANDING PAGE DETAIL: CALL TRACKING

Call Activity from 7/26/2007 to 12/14/2007

Export to Excel

Print Report

Call Tracking Summary for (678) 866-1400

Date Range	Total Calls	Calls Answered	Avg. Call Duration
7/26/2007 - 12/14/2007	61	51	2 minutes 6 seconds

Call Tracking Detail for (678) 866-1400

Date of Call	Time of call	Call Duration	Answer Status	Caller #	Recording
11/20/2007	04:35:34 AM	6 minutes 56 seconds	ANSWER	(404) 464-1280	
11/14/2007	01:03:55 PM	1 minute 17 seconds	ANSWER	(770) 514-6595	
11/7/2007	09:40:13 AM	1 minute 52 seconds	ANSWER	(770) 590-8820	

10/31/2007

11:05:34 AM

1 minute 17 seconds

ANSWERED

770-409-8330

10/31/2007

11:01:28 AM

16 seconds


Other


770-409-8372

10/25/2007	08:01:19 AM	50 seconds	Answered	(404) 729-7021
10/24/2007	01:12:19 PM	1 minute 19 seconds	Answered	(770) 936-8025
10/15/2007	11:34:16 AM	2 minutes 35 seconds	Answered	(404) 473-0065
10/15/2007	11:29:15 AM	1 minute 2 seconds	Answered	(404) 473-0065

- ▶ **FREE Call Tracking Number**
- ▶ **Local or Toll-Free**
- ▶ **FREE Call Recording**
- ▶ **Allows you to truly measure your ROI**

CAN YOUR BUSINESS BE FOUND??

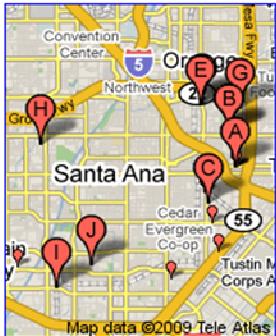
 [Advanced Search](#)

Web  [Show options...](#) Results 1 - 10 of about 303,000 for [santa ana cleaning service](#). (0)

CA House Cleaning Service
[MaidBrigadeOfHuntingtonBeach.com](#) Need Help making Your Home Look Like New? Call For Home Maid Svc.!


Maid Santa Ana, CA
[MerryMaidsOrangeCounty.com](#) Free Estimates In Costa Mesa Area! Quality Affordable Home Cleaning.




Maid 4 You-Orange County
[www.Maid4YouOC.com](#) Serving Santa Ana Since 1997. Call Today for Your Free Estimate!

Local business results for cleaning service near Santa Ana, CA


Map data ©2009 Tele Atlas

- A. [Janitorial Service](#) - [www.greatjanitor.com](#) - (714) 609-8556 - [More](#)
- B. [Elite Maid Services](#) - [www.elitemaid.com](#) - (714) 541-4848 - [1 review](#)
- C. [Merry Maids](#) - [www.merrymaids.com](#) - (714) 245-2700 - [1 review](#)
- D. [Elite Maid Services Referral Agency](#) - [www.elitemaid.com](#) - (310) 412-6243 - [More](#)
- E. [Building Cleaning Systems](#) - [www.buildingcleaningsystems.com](#) - (714) 639-1759 - [More](#)
- F. [Maid Experts](#) - [www.maidexperts.com](#) - (714) 960-0365 - [More](#)
- G. [Bryan Exhaust Hood Cleaning Orange County](#) - [www.bryanexhaust.com](#) - (800) 300-7832 - [More](#)
- H. [Sparkle Cleaning Co](#) - [www.sparklecc.com](#) - (714) 554-6654 - [More](#)
- I. [Renew Carpet Cleaning](#) - [www.renewcarpetcleaning.com](#) - (949) 232-7776 - [More](#)
- J. [Creative Memories Judi Jordan](#) - [www.creativememories.com](#) - (714) 751-2828 - [More](#)

 [More results near Santa Ana, CA »](#)

Santa Ana, CA Cleaning Services Businesses & Services by Yahoo! Local
Santa Ana Cleaning Services Recommendations. Carpet Upholstery Rug & Air Duct Cleaning 92705 (310) 987-4390 Santa Ana, CA. User Rating: Good (2) ...
[local.yahoo.com/CA/Santa+Ana/Home.../Cleaning+Services](#) - [Cached](#) - [Similar](#) -   

Santa Ana - House Cleaning Services : yellow pages by Kudzu.com
Local house cleaning services businesses in Santa Ana, CA : yellow pages by Kudzu.com.
Find local house cleaning services businesses in Santa Ana with ...
[orangecounty.kudzu.com/~/Santa+Ana/house-cleaning-services.html](#)

Sponsored Links
[House Cleaning \\$69](#)
House, Window, and Carpet Service
All 7 Days of the Week!
[WeekendMaids.net](#)
Santa Ana, CA

[The Maids Orange County](#)
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[Orange County Maids](#)
House cleaning services in Orange
Costa Mesa, Irvine, Newport Beach, E
[www.maidexperts.com](#)

[Santa Ana Maid Service](#)
Detailed Maid Service Throughout,
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Very Affordable Rates - Orange Co.
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[Orange County Maids](#)
Caring for Orange County since 198
Fun, English Speaking Staff
[www.BrightsideCleaning.com](#)
Santa Ana, CA

What's Included?

FREE Landing Page

▶ **FREE results driven landing page (mini-website) - Designed to convert shoppers to buyers**

FREE Call Tracking

▶ **FREE call tracking and recording**

Ongoing Optimization

▶ **Ongoing advertising and keyword optimization**

Unlimited Changes

▶ **Unlimited keyword and ad changes. Monthly landing page changes.**

Ongoing Support

▶ **Face to face and personalized customer service and support**

FREE Reporting

▶ **FREE 24/7 Merchant Center access featuring: Free call tracking, Free reporting, and Free email response tracking!**



Pre-Launch Logistics

- Branding
- Pricing and packaging
- Sales collateral
- Insertion order process
- Built marketing website
- Test plan
 - Top 25 reps in one region (Outside and Inside Sales)
- Set milestones for success



Pre-Launch Training

- Trained CSR's on order entry and product management
- Pre-Sales training (two hour live presentation) to give reps an overview of the product.
 - Not 'full' training...Just enough to permit them to pre-sell the excitement of the program and set advance appointments

Launch Week

- Full 9 hour **'SEM Boot Camp'**
 - SEM technical training soup to nuts.
 - Sales training / role play
 - Identification of ideal verticals
 - Overcoming objections
 - Product positioning
 - Competition
 - Etc



Launch Week

- 4-Legged calls
 - Reps had to set 6-8 SEM appointments per day
 - SEM expert from Iuvo and WebVisible showed reps how to sell and close
- Group Presentation
 - Met with select advertisers after hour
 - Presented SEM in a casual 'non-sales' environment
- Presented SEM to over 100 customers in three days

Rep Compensation

- \$50 sign-on bonus for every initial SEM sale
- 15% recurring commission each Guaranteed sale
- 7.5% recurring commission each Budget-based sale

Rep Compensation Example

MONTH	# SOLD	SPIFF	NEW COMM	RECURRING	MONTHLY	ANNUALIZED
1	4	\$200.00	\$179.99	\$0.00	\$179.99	\$2,159.93
2	5	\$250.00	\$224.99	\$179.99	\$404.99	\$4,859.84
3	6	\$300.00	\$269.99	\$404.99	\$674.98	\$8,099.73
4	7	\$350.00	\$314.99	\$674.98	\$989.97	\$11,879.60
5	8	\$400.00	\$359.99	\$989.97	\$1,349.96	\$16,199.46
6	8	\$400.00	\$359.99	\$1,349.96	\$1,709.94	\$20,519.32
7	8	\$400.00	\$359.99	\$1,709.94	\$2,069.93	\$24,839.17
8	8	\$400.00	\$359.99	\$2,069.93	\$2,429.92	\$29,159.03
9	8	\$400.00	\$359.99	\$2,429.92	\$2,789.91	\$33,478.88
10	8	\$400.00	\$359.99	\$2,789.91	\$3,149.90	\$37,798.74
11	8	\$400.00	\$359.99	\$3,149.90	\$3,509.88	\$42,118.60
12	8	\$400.00	\$359.99	\$3,509.88	\$4,973.94	\$59,687.28

Results

- Too Early to Claim A Success
(only 45 days into it right now).
- Early Results are as follows:
 - Only 16 of 25 reps have sold anything
 - 52 packages sold (48 guaranteed and 4 budget)
 - Average sale: A little over \$400 US per month
 - Total sales: Approximately \$250,000 annualized
(counting \$150 initial set-up fee)
 - Profit margin is less than print...but worth it.
- Expected churn in six months < 15%

Future Rollout

- Will continue to test with 25 reps through early Q1 2010
- Hopeful roll out to all 500+ reps if revenue / customer retention projections hold
- Potential annual revenue with all reps
 - \$6 - 10 million US

POWER  CLICKS



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